

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.4835/-97.6816

2601 La Frontera Blvd Round Rock, TX 78681							3 mi radius	5 mi radius	10 mi radius			
Population												
Estimated Population (2024)							91,882		270,341		838,161	
Projected Population (2029)							99,360		291,497		912,983	
Census Population (2020)							87,350		259,756		774,358	
Census Population (2010)							73,146		212,460		588,149	
Projected Annual Growth (2024 to 2029)							7,478	1.6%	21,156	1.6%	74,822	1.8%
Historical Annual Growth (2020 to 2024)							4,532	1.3%	10,585	1.0%	63,803	2.1%
Historical Annual Growth (2010 to 2020)							14,205	4.9%	47,296	5.6%	186,209	7.9%
Estimated Population Density (2024)							3,251	psm	3,444	psm	2,669	psm
Trade Area Size							28.3	sq mi	78.5	sq mi	314.0	sq mi
Households												
Estimated Households (2024)							38,069		107,876		336,475	
Projected Households (2029)							41,810		117,163		368,094	
Census Households (2020)							34,658		99,497		302,667	
Census Households (2010)							28,156		78,713		226,588	
Estimated Households with Children (2024)							11,164	29.3%	34,349	31.8%	108,105	32.1%
Estimated Average Household Size (2024)							2.40		2.50		2.48	
Average Household Income												
Estimated Average Household Income (2024)							\$109,183		\$127,984		\$131,582	
Projected Average Household Income (2029)							\$113,367		\$134,488		\$137,929	
Estimated Average Family Income (2024)							\$131,402		\$153,697		\$156,637	
Median Household Income												
Estimated Median Household Income (2024)							\$90,469		\$105,852		\$107,563	
Projected Median Household Income (2029)							\$91,680		\$109,913		\$111,194	
Estimated Median Family Income (2024)							\$112,868		\$127,953		\$132,083	
Per Capita Income												
Estimated Per Capita Income (2024)							\$45,281		\$51,103		\$52,875	
Projected Per Capita Income (2029)							\$47,744		\$54,086		\$55,658	
Estimated Per Capita Income 5 Year Growth							\$2,463	5.4%	\$2,983	5.8%	\$2,783	5.3%
Estimated Average Household Net Worth (2024)							\$736,462		\$911,284		\$964,130	
Daytime Demos (2024)												
Total Businesses							4,292		10,314		35,437	
Total Employees							41,127		85,087		295,142	
Company Headquarter Businesses							133	3.1%	283	2.7%	1,152	3.2%
Company Headquarter Employees							5,021	12.2%	10,299	12.1%	43,209	14.6%
Employee Population per Business							9.6		8.2		8.3	
Residential Population per Business							21.4		26.2		23.7	

©2024, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2024, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.4835/-97.6816

2601 La Frontera Blvd Round Rock, TX 78681

3 mi radius 5 mi radius 10 mi radius

Race & Ethnicity						
White (2024)	46,010	50.1%	138,512	51.2%	447,353	53.4%
Black or African American (2024)	12,735	13.9%	33,691	12.5%	88,302	10.5%
American Indian or Alaska Native (2024)	738	0.8%	1,942	0.7%	6,155	0.7%
Asian (2024)	9,223	10.0%	35,262	13.0%	107,923	12.9%
Hawaiian or Pacific Islander (2024)	119	0.1%	320	0.1%	836	-
Other Race (2024)	8,985	9.8%	22,097	8.2%	70,454	8.4%
Two or More Races (2024)	14,073	15.3%	38,517	14.2%	117,138	14.0%
Not Hispanic or Latino Population (2024)	62,726	68.3%	193,942	71.7%	600,297	71.6%
Hispanic or Latino Population (2024)	29,155	31.7%	76,399	28.3%	237,863	28.4%
Not Hispanic or Latino Population (2029)	68,237	68.7%	208,956	71.7%	652,834	71.5%
Hispanic or Latino Population (2029)	31,123	31.3%	82,541	28.3%	260,149	28.5%
Not Hispanic or Latino Population (2020)	58,589	67.1%	187,096	72.0%	556,409	71.9%
Hispanic or Latino Population (2020)	28,761	32.9%	72,660	28.0%	217,949	28.1%
Not Hispanic or Latino Population (2010)	49,317	67.4%	155,530	73.2%	424,474	72.2%
Hispanic or Latino Population (2010)	23,829	32.6%	56,931	26.8%	163,675	27.8%
Projected Hispanic Annual Growth (2024 to 2029)	1,968	1.3%	6,142	1.6%	22,286	1.9%
Historic Hispanic Annual Growth (2010 to 2024)	5,326	1.6%	19,469	2.4%	74,188	3.2%
Age Distribution (2024)						
Age Under 5	5,668	6.2%	15,897	5.9%	50,241	6.0%
Age 5 to 9 Years	5,508	6.0%	17,120	6.3%	54,867	6.5%
Age 10 to 14 Years	5,639	6.1%	17,710	6.6%	54,043	6.4%
Age 15 to 19 Years	5,501	6.0%	17,330	6.4%	50,964	6.1%
Age 20 to 24 Years	6,088	6.6%	16,144	6.0%	47,358	5.7%
Age 25 to 29 Years	8,198	8.9%	22,135	8.2%	68,273	8.1%
Age 30 to 34 Years	9,282	10.1%	24,938	9.2%	79,832	9.5%
Age 35 to 39 Years	8,411	9.2%	24,471	9.1%	78,980	9.4%
Age 40 to 44 Years	7,442	8.1%	23,056	8.5%	72,185	8.6%
Age 45 to 49 Years	6,195	6.7%	19,794	7.3%	60,707	7.2%
Age 50 to 54 Years	5,637	6.1%	17,912	6.6%	53,384	6.4%
Age 55 to 59 Years	4,694	5.1%	14,350	5.3%	42,486	5.1%
Age 60 to 64 Years	4,321	4.7%	12,856	4.8%	38,616	4.6%
Age 65 to 74 Years	5,917	6.4%	17,139	6.3%	53,965	6.4%
Age 75 to 84 Years	2,546	2.8%	7,276	2.7%	24,491	2.9%
Age 85 Years or Over	836	0.9%	2,214	0.8%	7,768	0.9%
Median Age	34.6		35.3		35.4	
Gender Age Distribution (2024)						
Female Population	46,470	50.6%	136,373	50.4%	418,301	49.9%
Age 0 to 19 Years	10,875	23.4%	33,264	24.4%	102,690	24.5%
Age 20 to 64 Years	30,319	65.2%	88,227	64.7%	268,564	64.2%
Age 65 Years or Over	5,276	11.4%	14,883	10.9%	47,047	11.2%
Female Median Age	35.3		35.9		35.8	
Male Population	45,412	49.4%	133,968	49.6%	419,859	50.1%
Age 0 to 19 Years	11,441	25.2%	34,794	26.0%	107,424	25.6%
Age 20 to 64 Years	29,948	65.9%	87,428	65.3%	273,257	65.1%
Age 65 Years or Over	4,023	8.9%	11,746	8.8%	39,178	9.3%
Male Median Age	33.9		34.7		35.1	

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.4835/-97.6816

2601 La Frontera Blvd Round Rock, TX 78681

3 mi radius 5 mi radius 10 mi radius

Household Income Distribution (2024)						
HH Income \$200,000 or More	4,019	10.6%	16,536	15.3%	57,701	17.1%
HH Income \$150,000 to \$199,999	4,438	11.7%	13,801	12.8%	43,404	12.9%
HH Income \$100,000 to \$149,999	7,289	19.1%	21,044	19.5%	64,334	19.1%
HH Income \$75,000 to \$99,999	4,882	12.8%	14,563	13.5%	42,051	12.5%
HH Income \$50,000 to \$74,999	7,235	19.0%	18,570	17.2%	54,222	16.1%
HH Income \$35,000 to \$49,999	4,176	11.0%	9,574	8.9%	27,810	8.3%
HH Income \$25,000 to \$34,999	1,641	4.3%	4,551	4.2%	15,451	4.6%
HH Income \$15,000 to \$24,999	1,751	4.6%	3,588	3.3%	13,089	3.9%
HH Income Under \$15,000	2,638	6.9%	5,648	5.2%	18,412	5.5%
HH Income \$35,000 or More	32,039	84.2%	94,089	87.2%	289,523	86.0%
HH Income \$75,000 or More	20,628	54.2%	65,944	61.1%	207,491	61.7%
Housing (2024)						
Total Housing Units	41,518		118,676		372,118	
Housing Units Occupied	38,069	91.7%	107,876	90.9%	336,475	90.4%
Housing Units Owner-Occupied	16,899	44.4%	54,522	50.5%	174,786	51.9%
Housing Units, Renter-Occupied	21,170	55.6%	53,354	49.5%	161,689	48.1%
Housing Units, Vacant	3,449	9.1%	10,800	10.0%	35,643	10.6%
Marital Status (2024)						
Never Married	24,365	32.5%	69,958	31.9%	217,765	32.1%
Currently Married	35,041	46.7%	110,050	50.1%	342,007	50.4%
Separated	3,291	4.4%	8,358	3.8%	25,078	3.7%
Widowed	2,615	3.5%	6,422	2.9%	21,018	3.1%
Divorced	9,754	13.0%	24,827	11.3%	73,142	10.8%
Household Type (2024)						
Population Family	69,501	75.6%	210,028	77.7%	649,109	77.4%
Population Non-Family	21,845	23.8%	59,160	21.9%	183,961	21.9%
Population Group Quarters	536	0.6%	1,153	0.4%	5,091	0.6%
Family Households	21,599	56.7%	64,089	59.4%	200,675	59.6%
Non-Family Households	16,470	43.3%	43,787	40.6%	135,800	40.4%
Married Couple with Children	7,515	21.4%	24,840	22.6%	79,975	23.4%
Average Family Household Size	3.2		3.3		3.2	
Household Size (2024)						
1 Person Households	13,624	35.8%	37,035	34.3%	111,798	33.2%
2 Person Households	13,314	35.0%	38,512	35.7%	121,836	36.2%
3 Person Households	4,998	13.1%	14,624	13.6%	46,466	13.8%
4 Person Households	3,509	9.2%	10,817	10.0%	34,800	10.3%
5 Person Households	1,675	4.4%	4,366	4.0%	13,734	4.1%
6 or More Person Households	950	2.5%	2,522	2.3%	7,840	2.3%
Household Vehicles (2024)						
Households with 0 Vehicles Available	2,170	5.7%	4,860	4.5%	15,300	4.5%
Households with 1 Vehicles Available	14,286	37.5%	38,995	36.1%	126,354	37.6%
Households with 2 or More Vehicles Available	21,613	56.8%	64,020	59.3%	194,821	57.9%
Total Vehicles Available	65,311		193,069		591,681	
Average Vehicles Per Household	1.7		1.8		1.8	

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.4835/-97.6816

2601 La Frontera Blvd Round Rock, TX 78681

3 mi radius

5 mi radius

10 mi radius

Labor Force (2024)

Estimated Labor Population Age 16 Years or Over	73,942		215,919		667,922	
Estimated Civilian Employed	55,285	74.8%	161,400	74.8%	491,636	73.6%
Estimated Civilian Unemployed	1,866	2.5%	5,197	2.4%	17,486	2.6%
Estimated in Armed Forces	91	0.1%	274	0.1%	1,357	0.2%
Estimated Not in Labor Force	16,701	22.6%	49,048	22.7%	157,442	23.6%
Unemployment Rate	2.5%		2.4%		2.6%	

Occupation (2024)

Occupation: Population Age 16 Years or Over	55,056		160,939		493,814	
Management, Business, Financial Operations	11,592	21.1%	37,065	23.0%	117,226	23.7%
Professional, Related Service	15,625	28.4%	50,299	31.3%	157,117	31.8%
Sales, Office	6,703	12.2%	18,551	11.5%	57,039	11.6%
Farming, Fishing, Forestry	12,438	22.6%	33,904	21.1%	98,959	20.0%
Construct, Extraction, Maintenance	13	-	100	-	419	-
Production, Transport Material Moving	3,625	6.6%	8,753	5.4%	26,984	5.5%
White Collar Workers	5,061	9.2%	12,267	7.6%	36,069	7.3%
Blue Collar Workers	39,655	72.0%	121,268	75.4%	373,303	75.6%
	15,402	28.0%	39,671	24.6%	120,511	24.4%

Consumer Expenditure (2024)

Total Household Expenditure	\$2.96 B		\$9.37 B		\$29.75 B	
Total Non-Retail Expenditure	\$1.57 B	53.0%	\$4.98 B	53.1%	\$15.81 B	53.2%
Total Retail Expenditure	\$1.39 B	47.0%	\$4.39 B	46.9%	\$13.94 B	46.8%
Apparel	\$105.93 M	3.6%	\$337.71 M	3.6%	\$1.07 B	3.6%
Contributions	\$98.69 M	3.3%	\$323.21 M	3.4%	\$1.03 B	3.5%
Education	\$94.92 M	3.2%	\$316.93 M	3.4%	\$1.02 B	3.4%
Entertainment	\$169.32 M	5.7%	\$542.37 M	5.8%	\$1.73 B	5.8%
Food and Beverages	\$433.32 M	14.6%	\$1.36 B	14.5%	\$4.31 B	14.5%
Furnishings and Equipment	\$105.14 M	3.5%	\$335.9 M	3.6%	\$1.07 B	3.6%
Gifts	\$75.7 M	2.6%	\$249.34 M	2.7%	\$798.24 M	2.7%
Health Care	\$242.96 M	8.2%	\$758.37 M	8.1%	\$2.4 B	8.1%
Household Operations	\$116.81 M	3.9%	\$373.9 M	4.0%	\$1.19 B	4.0%
Miscellaneous Expenses	\$56.19 M	1.9%	\$178.38 M	1.9%	\$566.65 M	1.9%
Personal Care	\$39.79 M	1.3%	\$125.75 M	1.3%	\$399.09 M	1.3%
Personal Insurance	\$21.22 M	0.7%	\$69.43 M	0.7%	\$221.66 M	0.7%
Reading	\$6.46 M	0.2%	\$20.56 M	0.2%	\$65.39 M	0.2%
Shelter	\$629.9 M	21.3%	\$1.98 B	21.2%	\$6.3 B	21.2%
Tobacco	\$16.84 M	0.6%	\$49.78 M	0.5%	\$156.18 M	0.5%
Transportation	\$537.7 M	18.2%	\$1.69 B	18.1%	\$5.36 B	18.0%
Utilities	\$211 M	7.1%	\$650.94 M	6.9%	\$2.06 B	6.9%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	63,478		186,139		580,688	
Elementary (Grade Level 0 to 8)	3,673	5.8%	7,292	3.9%	26,773	4.6%
Some High School (Grade Level 9 to 11)	2,732	4.3%	6,784	3.6%	19,839	3.4%
High School Graduate	12,997	20.5%	33,585	18.0%	102,476	17.6%
Some College	13,521	21.3%	37,373	20.1%	106,742	18.4%
Associate Degree Only	5,754	9.1%	15,220	8.2%	43,665	7.5%
Bachelor Degree Only	16,703	26.3%	55,069	29.6%	178,339	30.7%
Graduate Degree	8,098	12.8%	30,816	16.6%	102,854	17.7%

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.4835/-97.6816

2601 La Frontera Blvd Round Rock, TX 78681

3 mi radius

5 mi radius

10 mi radius

Units In Structure (2024)

1 Detached Unit	20,763	73.7%	62,747	79.7%	193,868	85.6%
1 Attached Unit	1,060	3.8%	3,196	4.1%	11,285	5.0%
2 to 4 Units	2,247	8.0%	5,381	6.8%	17,767	7.8%
5 to 9 Units	1,962	7.0%	5,394	6.9%	17,216	7.6%
10 to 19 Units	3,990	14.2%	10,344	13.1%	30,769	13.6%
20 to 49 Units	2,864	10.2%	7,752	9.8%	22,550	10.0%
50 or More Units	4,576	16.3%	11,472	14.6%	37,369	16.5%
Mobile Home or Trailer	592	2.1%	1,526	1.9%	5,444	2.4%
Other Structure	14	-	64	-	207	-

Homes Built By Year (2024)

Homes Built 2010 or later	11,517	40.9%	33,182	42.2%	113,562	50.1%
Homes Built 2000 to 2009	8,537	30.3%	28,275	35.9%	78,251	34.5%
Homes Built 1990 to 1999	7,022	24.9%	19,628	24.9%	45,900	20.3%
Homes Built 1980 to 1989	6,467	23.0%	16,832	21.4%	49,284	21.8%
Homes Built 1970 to 1979	3,267	11.6%	6,927	8.8%	31,966	14.1%
Homes Built 1960 to 1969	528	1.9%	1,307	1.7%	9,820	4.3%
Homes Built 1950 to 1959	302	1.1%	727	0.9%	4,371	1.9%
Homes Built Before 1949	430	1.5%	998	1.3%	3,321	1.5%

Home Values (2024)

Home Values \$1,000,000 or More	959	5.7%	3,494	6.4%	11,454	6.6%
Home Values \$500,000 to \$999,999	5,319	31.5%	20,646	37.9%	70,902	40.6%
Home Values \$400,000 to \$499,999	3,317	19.6%	11,161	20.5%	36,756	21.0%
Home Values \$300,000 to \$399,999	3,467	20.5%	9,765	17.9%	29,374	16.8%
Home Values \$200,000 to \$299,999	2,497	14.8%	6,125	11.2%	16,772	9.6%
Home Values \$150,000 to \$199,999	454	2.7%	1,138	2.1%	2,913	1.7%
Home Values \$100,000 to \$149,999	264	1.6%	563	1.0%	1,517	0.9%
Home Values \$70,000 to \$99,999	54	0.3%	173	0.3%	584	0.3%
Home Values \$50,000 to \$69,999	122	0.7%	344	0.6%	1,576	0.9%
Home Values \$25,000 to \$49,999	111	0.7%	380	0.7%	1,058	0.6%
Home Values Under \$25,000	336	2.0%	733	1.3%	1,879	1.1%
Owner-Occupied Median Home Value	\$441,027		\$480,034		\$498,419	
Renter-Occupied Median Rent	\$1,392		\$1,464		\$1,462	

Transportation To Work (2024)

Drive to Work Alone	34,275	62.3%	97,212	60.4%	290,722	58.9%
Drive to Work in Carpool	4,103	7.5%	11,796	7.3%	36,276	7.3%
Travel to Work by Public Transportation	369	0.7%	1,399	0.9%	4,948	1.0%
Drive to Work on Motorcycle	83	0.2%	260	0.2%	961	0.2%
Walk or Bicycle to Work	924	1.7%	2,142	1.3%	6,986	1.4%
Other Means	754	1.4%	2,032	1.3%	6,517	1.3%
Work at Home	14,549	26.4%	46,097	28.6%	147,405	29.9%

Travel Time (2024)

Travel to Work in 14 Minutes or Less	9,765	17.7%	25,603	15.9%	79,053	16.0%
Travel to Work in 15 to 29 Minutes	17,846	32.4%	50,368	31.3%	141,884	28.7%
Travel to Work in 30 to 59 Minutes	11,159	20.3%	33,434	20.8%	107,667	21.8%
Travel to Work in 60 Minutes or More	1,737	3.2%	5,436	3.4%	17,805	3.6%
Average Minutes Travel to Work	21.7		22.4		23.0	